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Variety Spots Films About Canada



By JAY L. SMITH

beam

The National Broadcasting Company, in conjunction with the Academy of Motion Picture Arts and Sciences, last Saturday evening carried a one and one-half hour television broadcast of the nominations for the 1954 Academy Awards. The program, sponsored by the Oldsmobile Division of General Motors, was an outstanding event, and the first time that the nominations have been televised, although the presentation ceremony has been televised for the past two years.

Requiring the attention of 200 technicians and eighteen cameras, the largest concentration of cameras in any live telecast to date, the proceedings were telecast from NBC's Studios, with a four-way hook-up connecting the studio with Ciro's, Romanoff's and the Coconut Grove, three of Hollywood's most prominent night clubs, where parties were being held by various movie stars, directors and other industry notables.

Jack Webb, star of the "Dragnet" series and movie, acted as master-of-ceremonies at the NBC studio, and announced a number of the nominations, while others were read at the various night clubs, where several of those receiving nominations, were in attendance, and took their bows to much applause. Clips from a number of the pictures involved in the nominations were also shown, which added to the general entertainment value of the program.

A number of surprises were included in the nominations, although I refuse to put myself on the spot by pointing out just which nominations were unexpected. As you are undoubtedly aware, nominations and final voting is done by the mem-

(Continued on Page 6)

Canadian Co-op Project Continues To Pay Dividends In Tourists

"Canadian Cooperation Project, initiated by the U.S. film industry seven years ago to boost Canada's tourist trade and aid her economically, continued to pay dividends Variety reports this week.

WB's Can. Premiere "Chalice" In Brantford

The wire which follows, was sent to the New York head office of Warner Bros. as a result of the Canadian Premiere of WB's "The Silver Chalice." The campaign was directed by Bill Burke.

(Continued on Page 6)

"Motion Picture Association of America report covering the year and now in the hands of the companies shows that the major American distribs released a record 18 shorts featuring Canada wholly or in part.

"Newsreel coverage also was up, topping previous years, with 200 clips carried about Canada and

(Continued on Page 3)

Famous Players And 20th Century Sign Major 3 Year Exhibition Deal

A major three-year motion picture exhibition deal, estimated as resulting in excess of \$10,000,000 in film rentals for the years 1955-1957, has been consummated between Famous Players Canadian Corp. Ltd., and 20th Century-Fox Film Corporation, was announced in New York by 20th Century-Fox.

"The agreement, in which the theatre company will exhibit the producing company's feature films and short subjects, is the largest deal ever worked out on 20th Century-Fox CinemaScope product.

"Details of the huge deal were worked out by president John J.

(Continued on Page 6)



JARO's 10th Anniversary Billings Drive starting February 21. Watch for next weeks Digest for the story of JARO.

St. John Filmites Honor D. McDonald

A group of Saint John exhibitors and distributors, gathered recently at the 'Capitol' theatre to bid farewell to Mr. Duncan H. McDonald who for the past two-and-a-half years has been the Mari-

(Continued on Page 3)

Odeon Announces Big Promotion For JARO's "Chance Meeting"

Jim Hardiman, Ron Leonard and Charles Mason of Odeon have successfully completed a series of gigantic national promotions on JARO product to play the Canadian Odeon circuit. Three features have received this treatment in as many months, and in effect, they are built around national contests with valuable and glamorous prizes. Also a complete kit of accessories to each theatre, and the entire promotions cost free to the circuit.

The latest of these promotions is geared to take effect on March 1st, and the feature selected for

(Continued on Page 6)

Variety Village Graduation Royal York Hotel February 24

Tickets available from ticket committee co-chairmen George Altman and Joe Bernmac or their cttee., Curly Posen; Abe Cass; Morris Diamond; Claude Alexander; John Kirk; Barney Fox; Dan Krendel; Dick Geering; Al Perley; Monty Hall; Pat Travers and Jack Egan. Tickets \$5 per person.

Catholic Cinema Center In Montreal

The recently formed Catholic Cinema Centre of Montreal is undertaking the "difficult and long task of fostering a Christian conscience regarding the cinema," according to Cardinal Paul Emile Leger.

The first proposals make the following provisions: A cinema for children will have to be founded. Adolescents should be initiated in-

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Hamilton Managers Run Show For Variety

The Hamilton Theatre Managers Association, under the direction of Duncan Campbell, manager of the Mountain Theatre, staged its fifth annual Variety Night in aid of Toronto's Variety Village, the

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EASTERN THEATRES HAVE DECLARED A \$2 DIVIDEND, PAYABLE FEBRUARY 25th TO SHAREHOLDERS OF RECORD FEBRUARY 17th.

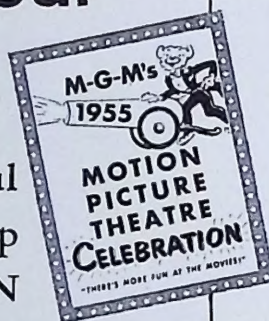
M-G-M's
**"CELEBRATION
REEL"**

16 Minutes of Star-Studded
Entertainment in CinemaScope
and Color!



THIS LITTLE FELLOW IS GOING TO STEAL THE SHOW!

The **BIGGEST** Short
Subject of The Year
and It's **FREE!**



M-G-M has made a wonderful 16-minute Short Subject to help you promote your own MOTION PICTURE THEATRE CELEBRATION! It's great for the fans! A Parade of Stars! Scenes from 10 Top Pictures! Novelty presentation ideas! In CinemaScope and Color!

PHONE OR WIRE YOUR
M-G-M BRANCH TODAY
FOR YOUR FREE
CELEBRATION REEL!

ADVERTISE IT AS AN

"ADDED ATTRACTION!"

ALL OF THIS IN ONE REEL:

Narration and novelty presentation by George Murphy with footage from these great pictures:

"JUPITER'S DARLING" • "BEDEVILLED"
"THE GLASS SLIPPER" • "INTERRUPTED
MELODY" • "HIT THE DECK" • "LOVE
ME OR LEAVE ME" • "THE KING'S THIEF"
"MOONFLEET" • "IT'S ALWAYS FAIR
WEATHER" • "THE PRODIGAL."

Stars in the order of their appearance: George Murphy, Esther Williams, Howard Keel, Marge and Gower Champion, Anne Baxter, Steve Forrest, Leslie Caron, Michael Wilding, Glenn Ford, Eleanor Parker, Walter Pidgeon, Tony Martin, Vic Damone, Russ Tamblyn, Jane Powell, Debbie Reynolds, Gene Raymond, Ann Miller, Doris Day, James Cagney, Cameron Mitchell, Ann Blyth, Edmund Purdom, David Niven, George Sanders, Joan Greenwood, Viveca Lindfors, Gene Kelly, Cyd Charisse, Michael Kidd, Dan Dailey, Lana Turner, Louis Calhern.

Introduction of author William Gibson and cast of "THE COBWEB": Richard Widmark, Lauren Bacall, Charles Boyer, Lillian Gish, Susan Strasberg, John Kerr, Paul Stewart.

Narration about great M-G-M story properties: "BLACKBOARD JUNGLE" • "BHOWANI JUNCTION" • "I'LL CRY TOMORROW" • "THE TEAHOUSE OF THE AUGUST MOON" • "MARY ANNE."

CATHOLIC CINEMA*(Continued from Page 1)*

to the seventh art just as with literature and painting. Amateur advisers are not envisaged. Professionals are required in this work as in every other. Well-wishers should be grouped to help transform the cinema into a school of the highest worth.

Cardinal Leger declares: "It cannot be denied that the passion for the cinema has become, today, permanently woven into our social life; to try to limit it would be to attempt to control an already uncontrollable phase; for this reason Catholics, who are mindful from a moral viewpoint of social problems, have felt the necessity of forming a centre with the aim of shaping the judgment of people in regard to the cinema. It means placing in relief as far as possible the educational value of the cinema; it is necessary to draw the attention of the Catholic educators of the world to this matter."

D. McDONALD*(Continued from Page 1)*

times' Branch Manager of General Theatre Supply Company.

Mr. McDonald, has since moved to Montreal to take over the supervision of General Theatre Supply Company's Montreal office.

Present at the gathering which was an informal affair were Gordon Spencer and Gerald Spencer, F. G. Spencer Company; P. J. Hogan, Paramount Film Service Ltd.; R. G. March, Twentieth-Century Fox Corporation; G. S. Enos, N. B. Censor Board; Thomas Dare and Cecil Johnson of General Theatre Supply Co.; A. E. Smith, and G. Eric Golding, M.G.M.; Harrison Howe and Jim Mitchell, Famous Players.

Entertainment was of a high calibre — Duncan McDonald and Jim Mitchell rendered vocal numbers of Scottish vintage — Harrison Howe rendered music a la Jack Benny on his violin — Gordon Spencer was in charge of production and sound recording, and Gerald Spencer gave a solo on the bag-pipes — his first and his last!

'SINBAD' IN SUPERSCOPE

RKO's "Son of Sinbad," starring Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price and Mari Blanchard, will be released in Superscope. Conversion of prints to anamorphic is under way at Technicolor.

Across the Country**Toronto and District**

The Canadian Writers' Foundation has elected Dr. A. W. Trueman, government film commissioner, National Film Board, as its 1955 president. A director is Leonard W. Brockington, president of J. Arthur Rank's Canadian companies. The purpose of the organization is to assist needy writers.

The top admission price of \$1 was almost the rule recently at Toronto first-run houses, six of them having price scales ranging up to that figure. These were the University, Eglinton, Imperial, Hyland, Shear's; and the Nortown which played a move-over of "There's No Business Like Show Business" from Shear's Theatre.

The Odeon Theatre, London, Ont., had a stage presentation each night during the run of "Phffft," consisting of a demonstration of the new dance called the Phffft Mambo, by a local instructor. There was also a mambo contest.

Well known to Toronto film executives, Roy Chown, manager of the Strand Theatre, Calgary, has written to say that he is once more in circulation after a hospital operation.

Mrs. Rose Smith, pretty cashier of the York Theatre, a unit of B. & F. Theatres at Yonge and Bloor Streets, did three things when she was ordered to hand over the cash Saturday night by two bandits who threatened her with guns.

Mrs. Smith used the following methods 1) Screamed; 2) Rang the alarm; 3) Fled from the box-office. The thugs took to their heels, apparently more frightened than Rose.

Prairies

Theatre managers in Moose Jaw are threatening to do away with student admission cards because of increased rowdiness and vandalism. "There are probably no more than 50 or 60 young people involved but they are going to make it tough for all the rest," said Otis Bowes, manager of the Capitol Theatre. Jack McCann, manager of the Royal and Studio Theatres, said slashing of seats has been on the upswing and, in some instances, seats have been removed from their frames. Bobby pins shot at the screen by rubber bands have also done damage, he said.

CinemaScope equipment has been installed in the Orpheum Theatre, Moose Jaw, at a cost of \$1,500. First show was "Black Widow."

Maritimes

Mr. Robert J. M. Romney died at his home in Saint John, N.B., at the age of 76. A resident of Saint John for 50 years, Mr. Romney was one-time Manager of the old Vitagraph office and prominently identified with the film industry in the Maritime Provinces.

Friends will regret to learn that Mr. Bill Danson of the Sussex Theatre is hospitalized. Mr. Danson who is a younger brother of Mr. Colin Danson underwent a major operation in the Saint John General hospital last week.

Miss Alice L. Fairweather, former correspondent for the Digest, had a serious bout with pneumonia this winter. Her many friends in the Motion Picture business around the Maritimes will be glad to know that she is now convalescing at her residence, 86 Coburg Street, Saint John, N.B.

*(Continued on Page 5)***CO-OP PROJECT***(Continued from Page 1)*

shown in the American theatres. CCP pix, i.e., features either made wholly or partly in Canada or including references to Canada, were down in 1954 to 21, a drop of six from the 26 total of 1953. Explanation, says the report, lies in the general reduction of Hollywood's production volume.

"Project, since 1947, resulted in 138 features, 109 shorts and 1,049 news clips featuring Canada, its people, its industry and its scenery. In that period, the flow of Canadian tourist dollars rose from \$250,000,000 to \$300,000,000.

"The report points out that the project was originated to help solve Canada's dollars shortage which, back in '47, was severe. Since then, the Canadian dollar has strengthened and, for the past two years, has sold at premium rates.

"Canada, it's pointed out, is the second most important market for American films outside the U.S. itself. This is another reason why the U.S. industry is anxious to maintain good and neighborly relations with the Dominion.

"Of the 21 features that fell into the project's realm in 1954, two—"Operation Manhunt" and "The Kill" (both United Artists releases) were lensed entirely in Canada. Two others, released in the U.S. by MPAA members, were based on Canadian stories. A fifth was produced partly in Canada, and three more deal with Canadian characters throughout.

"The report stressed that, with Hollywood's yen for "big" scenery to fill these wide screens, the prospects of increased feature production in Canada were greatly heightened. The Cooperation Project maintains a fulltime man on the Coast to advise producers on where they might profitably go on location in Canada and the extent to which Canadian government facilities would be available to them.

"In the shorts field, 1954 saw four of the 18 subjects released lensed in color, and two of these were in CinemaScope. In prior years, the number of shorts on Canada stood at 15. Features made in or about Canada totaled 25 in 1952 and 20 in 1951.

"During 1954, the number of Canadian items in TV newsreels prepped by the theatrical reels ran to 71.

"A host of other activities further Canadian interests and serving the CCP purposes are also listed in the annual report."

Toronto Star Turns Spotlight On Film Industry With Movie Contest

The Toronto Star's "Best Movie Contest", which will throw the spotlight on Movie-going, was launched on Wednesday, February 9th. It is a short contest and will end March 5th.

A letter which went out to all theatres in Ontario follows:

"Enclosed herewith are two unique transparent acetate window posters for displaying at your cashier's cage and one on the entrance or lobby glass doors. You attach these to the glass by means of scotch tape.

"Between February 14th and February 19th a "one-sheet" theatrical poster featuring this contest will be delivered to you by a representative who will also have additional acetate window material.

"The Toronto Star is turning the spotlight on movies between February 9th and March 5th (the ending date of the contest).

"Theatre chains are looking upon this contest as a stimulant to cinema attendance."

C'Scope Installations Reaching Saturation

With the number of new CinemaScope installations during the week ending January 29 hitting a 273 mark, the total of United States and Canadian theatres equipped and showing pictures in the new entertainment medium is 11,287, according to latest dealer reports.

Acceleration of theatre installations, exceeding the weekly average of 200 in recent months, reflects the growing swing to CinemaScope by small theatres, theatres in small towns and a rapidly increasing number of drive-in situations being readied for spring openings.

Of the 11,287 figure, 9,586 are conventional, 4-wall theatres; while the drive-in total is 1,508. Army installations now stand at 183 and non-theatrical installations are 10.

Indicative of the rapidity of new installations, 678 conventional and 143 drive-ins switched to CinemaScope during the period of January 1 thru 29 paced by a record week of 302 new listings for the week ending January 22.

A commensurate pace is being kept in the international field where orders for CinemaScope installations stand at 6,000.

KIRK DOUGLAS ROLLS APRIL

Kirk Douglas has chosen "The Indian Fighter," based on a story by John Loring, to roll April 1 as the first picture for his new independent company, Bryna Productions, for United Artists release.

Glebe Cinema Back To Art Film Policy

The proposed winter season of legitimate attractions starring former greats of the Broadway stage and Hollywood movies at the Glebe Cinema under the management of Fred Leavens in co-operation with New York booking interests got away to a bad start and was cancelled out after the opening week. Signe Hasso, famed Norwegian actress of stage and screen, appeared for six nights and Saturday matinee in Candlelight to fair business. But owing to difficulties in converting the small stage of the Southend movie house for legitimate shows balance of the bookings have been held up, at least for the time being. The Glebe has resumed its former policy of foreign movies, the current bill being Rene Clement's French-language "Forbidden Games."

6 Films With Fonda For United Artists

Henry Fonda has formed an independent motion picture production company that will make six films for United Artists release over a three-year period with the noted actor starring in at least three of them, it was announced by Arthur B. Krim, President of United Artists.

Formation of his own company marks Mr. Fonda's entry into the production side of the film industry. His most recent screen appearance is in the title role of the forthcoming "Mr. Roberts," in which he previously starred on the Broadway stage.

"Mr. Roberts," the Leland Hayward Production for Warner Brothers, is Mr. Fonda's first film in seven years, during which he has devoted himself almost exclusively to the stage.

Can. Co.'s Sponsor Feature Film On TV

Two major Canadian firms, Libby McNeil and Harold F. Ritchie Ltd. have scheduled a full-length movie program on 17 Canadian TV stations. The series which will run for a year are all Hollywood feature films.

Waagenaar Sues CBC For \$20,000 Damages

The CBC is being asked to pay \$20,000 in damages to Sam Waagenaar of Hollywood for loss of revenue as a result of the telecasting of the film "Golgotha." Mr. Waagenaar who holds the North American rights to the film charges that the CBC infringed his rights when they obtained copies of the French made feature from Laurence A. Lambert, who had no legal claim to the film.

Counsel for Mr. Waagenaar produced in evidence at the hearing before the Exchequer Court of Canada copies of a US police circular carrying a photograph of Lambert and announcing he is wanted in the US for jumping bail on mail fraud charges.

Columbia To Release Three In February

Columbia will release three films in February, headed by the Randolph Scott Technicolor outdoor adventure drama, "Ten Wanted Men." Jocelyn Brando and Richard Boone head the featured cast and Bruce Humberstone directed for producer Harry Joe Brown.

"Women's Prison," the dramatic story of a revolt against a sadistic prison head, is the second February release. Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter and Howard Duff are starred. Lewis Seiler directed and Bryan Foy produced. Rounding out the schedule for the month is the Technicolor swashbuckler, "Pirates of Tripoli," starring Paul Henreid and Patricia Medina. Felix Feist directed for producer Sam Katzman.

Essex County Theatres Organize Association

The Essex County Theatres Association, formerly operating as a managers' organization, has been formed with Robert Knevels, Tivoli Theatre, Windsor, as president. The vice-president is Archie Axler, Vogue Theatre, Leamington, and the secretary is Bruce Fraser, Park Theatre, Windsor.

The group secured revision of a Windsor by-law which will restrict street signs so that the theatres will be exempted from its provisions. They recently sponsored a theatre party for the children of unemployed workers.

'MARY ANNE' FOR MGM

Elizabeth Taylor has been set by MGM for the title role in the film version of Daphne Du Maurier's best-selling novel, "Mary Anne." John Houseman will produce.

CMPDA Circulates List 53-54 Closed Houses

The Canadian Motion Picture Distributors Assoc., on the request of one of its member organizations, has drawn up a list of theatres across Canada that have closed in the past year or two. The list emphasizes the campaign for tax relief now being conducted by exhibitor associations in every province. The list follows.

Although this letter was restricted to theatres that have closed, regular bulletins of the CMPDA list newly opened theatres as well as ones on the planning board.

DRIVE-INS CLOSED 1953-54

WINNIPEG TERRITORY
Melville, S. Western
OAKVILLE, ONTARIO TERRITORY
Orangeville Day-Lite
Orangeville

REGULAR THEATRES CLOSED 1953-54

BRITISH COLUMBIA TERRITORY
Nelson, B.C. Capital
Premier, B.C. Community
Quesnel, B.C. Rex
Stewart, B.C. Stewart
Vancouver, B.C. Roxy, Star, State
Victoria, B.C. Rio

CALGARY TERRITORY
Cadomin, A. Cadomin
Castor, A. Castor (destroyed)
Coeville, S. Windmill
Elnora, A. Community
Nordegg, A. Empress
Rycroft, A. Rycroft
Smiley, S. Smiley

WINNIPEG TERRITORY
Aberdeen, S. Empress
Hanley Hanley
Lanigan, S. Lanigan
Lucky Lake, S. Lucky Lake
Yellow Creek, S. Community

TORONTO TERRITORY
Belle River Beau
Chatham Park
Deseronto Bayview
Fort Erie Ballard
Guelph Capital
Harrow Harrow
Ottawa Strand, Roxy
Sarnia Imperial (destroyed)
Tecumseh Rex
Wheatley Erie
Windsor Empire, Royal
Toronto Ace, Apollo, Arcadian, Avenue,
Carlton, Community, Crescent,
Crest (to legit.), Eclipse, Equaire,
Gerrard, Guild, Ideal, Lake,
Vogue, Victoria Imperial

Humberstone Imperial
MONTREAL TERRITORY
Amqui Mozart
Arnfield Victoria
Barachois Barachois
Beauharnois Iroquois
Bordeaux Starlight

Arena
Huntingdon Rex
Cercle Gaite
Salle Paraisal
Salle Paraisale
Cinema
Morin Heights Empire
Garden
Pointe Calumet
Parish Hall
Ideal
Le Centre
Town Hall
Cinema
Laurentide
Caro

SAINT JOHN TERRITORY (destroyed)
Bedford, N.S. Bedford (destroyed)
Havelock Havelock
Hartland, N.B. Capital
Hillsborough Capital
Placentia, Nfld. Orion

Selznick Will Produce 2 Films For Metro-Goldwyn-Mayer

Nicholas M. Schenck, president of Loew's Inc., announced that an agreement is about to be signed calling for MGM's financing, release and partnership in two large-scale films to be made by The Selznick Company, and to be personally produced by David O. Selznick. The two stories have not yet been finally determined, but will be announced shortly.

This will be the fourth association of Mr. Selznick with Loew's and MGM. The first was in 1925, when he joined the story department and later became successively head of the story and writing departments, assistant producer and associate producer for Westerns. His second association with MGM began in 1933 as vice-president in charge of his own unit. During this period he produced "Dinner At Eight," "David Copperfield," "Dancing Lady," "Manhattan Melodrama," "Viva Villa," "Anna Karenina" and "A Tale of Two Cities." In 1938, MGM supplied the services of Clark Gable and partial financing for, and released, the Selznick International independent production of "Gone With The Wind."

PASSAGE HOME

Handsome Michael Craig, born in India and brought up in Canada, is the rising star of British films. Back from a 10-day hunting holiday he exchanged his tweeds for a merchant sailor's singlet and jeans for his part in the sea picture "Passage Home." This role, which will be his biggest to date, puts 26 year old Craig alongside stars Anthony Steel, Peter Finch and Diane Cilento.

TOUCH AND GO

Jack Hawkins has been named as the star of "Touch and Go," new Ealing Studios comedy which will go into production early this year. The story is by William Rose who scripted smash hit "Genevieve." Director Michael Truman, produced "The Divided Heart." Seth Holt is associate producer for the first time.

'CAMERA' FOR JULY 1

Distributors Corporation of America will put "I Am A Camera" the Remus Production starring Julie Harris, Laurence Harvey and Shelley Winters, into general release on July 1.

KRASNA WILL MAKE TWO

Norman Krasna will write, produce and direct two pictures for United Artists release. The two films will be "The Ambassador's Daughter," and "Red Roses."

Photoplay Awards To Paramount Pictures

Paramount was extensively represented when Photoplay Magazine bestowed its annual awards for outstanding performances and achievements in 1954 on Thursday, February 10, at the Beverly Hills Hotel.

On the basis of a nation-wide poll of the movie-going public the coveted Gold Medal Awards were presented to June Allyson, soon to be seen in Paramount's "Strategic Air Command," and to William Holden, currently starred in "The Country Girl" and "The Bridges At Toko-Ri."

Two special bronze achievement plaques were given to Paramount associates. One "To Y. Frank Freeman, Vice-President In Charge of Studio, for VistaVision, a magnificent contribution to motion pictures by Paramount."

The other achievement plaque to Danny Kaye, "for his excellent representation of the motion picture industry as Ambassador-At-Large for the United Nations International Children's Emergency Fund."

"White Christmas," which stars Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen, was selected for a Photoplay certificate as one of the ten best pictures of 1954.

Still another certificate, as "the most promising actress of 1955" went to Grace Kelly for her work in Paramount's "Rear Window" and "Country Girl."

Additionally, James Stewart, who co-starred with Miss Kelly in Alfred Hitchcock's "Rear Window," received a "most popular performances" certificate, as did Jane Wyman, who recently completed "Lucy Gallant" for Paramount.

22 FROM 20TH-FOX

Darryl Zanuck has announced an increase of almost 40% in 20th-Fox's production schedule for the coming year. The company had previously announced a program of 16 pictures and has now raised it to a total of 22. All will be in CinemaScope and color.

WALLACE FORD IN SPOILERS

Wallace Ford has been signed by U-I for a featured role in "The Spoilers."

Cantor Brothers Buy Ottawa Auditorium

The six Cantor brothers, well-known in Ottawa business circles, have just concluded a deal to take over the Auditorium at a reported price of \$200,000. Also interested financially in the purchase of the big sports arena and amusement centre are two brother-in-laws of the Cantors, Sam Taller and Harry Zelik. First installment on the purchase price of \$25,000 is paid to the Ottawa Forum Company, of which Tommy Gorman is president and managing director, with the balance due on or before February 28. Speaking for the new owners, Benish Cantor said that when the deal is concluded, the Auditorium would continue as an amusement centre for the next two years at least, under a leasing arrangement with Mr. Gorman as manager.

5 Films From UA In March And April

United Artists will release 5 major productions during the months of March and April, according to an announcement by William J. Heineman, Vice-President in charge of distribution.

The five films are: "The Big House, U.S.A.," "Stranger on Horseback," "Marty," "A Bullet for Joey" and "Lilacs in the Spring". "Stranger on Horseback" and "Lilacs" are in color.

Edward G. Robinson, Errol Flynn, George Raft, Joel McCrea, Broderick Crawford and Ralph Meeker are among the stars of the five UA releases.

"Big House, U.S.A." is a hard-hitting crime drama.

'PORTRAIT OF A HERO'

"Portrait of a Hero," original screenplay by Virginia Cook and Oscar de Mejo, has been bought by Republic for possible filming later this year in Italy.

Across the Country

(Continued from Page 3)

The heavy increase in attendance at all Vancouver's downtown theatres since the holidays continued this week. Best in town were "Carmen Jones," "Modern Times," "Purple Plain," "Black Tuesday," and a third week of "The Vanishing Prairie."

Famous Players Theatre Managers Association of B.C. elected a new roster of officers for 1955 as follows: President, Dick Letts, Strand; Vice-President, Wally Hopp, Cinema; and Secretary-Treasurer, Barry Freeman of the Regent, Burnaby. Past-President was Charlie Doctor of the Capitol.

B.C. theatre managers who have for years been protesting against the privileges granted carnivals, which are strong competition to theatres, were given a break when New Westminster Parks Board banned all carnivals in that area as undesirable, even under service club sponsorship. Vancouver Parks Board banned the carnies a year ago.

Myron McLeod, owner of two theatres in the Powell River district, was elected president of the Powell River Golf Club. McLeod is also a school trustee in the pulp and paper town 80 miles upcoast from Vancouver.

Sydney Freedman, Studio manager, reports that "Modern Times" has broken all existing records (at regular prices) since the theatre opened six years ago. The Chaplin revival is doing more business than it did when it was released 19 years ago.

Louis Anderson, former manager of the Vogue and Olympia theatres, passed away after a long illness. He was 37, and a brother-in-law of Art Graburn, Plaza Theatre manager.

Veteran showman, Edward Redmond of Victoria, died in California. He was 82, and the former manager of the old Pantages in the Capitol City.

Dominion Sound will have their own building next to the new film exchange building. It will have a 50 foot frontage. It is being built by Jack Aceman of the Avon Theatre.

On the Beam

(Continued from Page 1)

bers of the Academy, some 13,438 workers in the Industry, and critical acclaim has frequently very little to do with the Oscars, although just as frequently the pictures or performances hailed by the critics as outstanding, also find recognition from the Academy members.

Nominated for the Award for the Best Picture of the Year are the following five productions, in alphabetical order: "The Caine Mutiny," produced by Stanley Kramer for Columbia; "The Country Girl," produced by William Perlberg for Paramount; "On The Waterfront," produced by Sam Spiegel for Horizon-American, and released by Columbia; "Seven Brides for Seven Brothers," produced by Jack Cummings, for Metro-Goldwyn-Mayer; "Three Coins in the Fountain," produced by Sol C. Siegel for 20th Century-Fox.

Nominations for the Best Actor of the Year went to the following: Humphrey Bogart for "The Caine Mutiny" (Columbia); Marlon Brando for "On The Waterfront" (Columbia); Bing Crosby for "The Country Girl" (Paramount); James Mason for "A Star Is Born" (Warner's); Dan O'Herlihy for "Adventures of Robinson Crusoe" (United Artists).

Nominated for the Award as Best Actress of the Year were these five ladies; Dorothy Dandridge for "Carmen Jones" (20th Century-Fox); Judy Garland for "A Star Is Born" (Warner's); Audrey Hepburn for "Sabrina" (Paramount); Jane Wyman for "The Magnificent Obsession" (Universal - International).

It is interesting to note that Humphrey Bogart, Bing Crosby, Audrey Hepburn and Jane Wyman are all former Oscar winners.

Those nominated for the Award as the Best Supporting Actor included Lee J. Cobb, Karl Maldon and Rod Steiger, all for "On The Waterfront" (Columbia), Tom Tully for "The Caine Mutiny" (Columbia), and Edmond O'Brien for "The Barefoot Contessa" (United Artists).

Best Supporting Actress nominations went to Nina Foch for "Executive Suite" (M-G-M), Katy Jurado for "Broken Lance" (20th-Fox), Eva Marie Saint for "On The Waterfront" (Columbia), and Jan Sterling and Claire Trevor both for "The High and the Mighty" (W-B).

Nominated for the best director of the year were George Seaton for "The Country Girl" (Para.) William

Wellman for "The High and the Mighty" (W-B), Elia Kazan for "On The Waterfront" (Col.), Alfred Hitchcock for "Rear Window" (Para.), and Billy Wilder for "Sabrina" (Para.).

Columbia's "On The Waterfront" received in all, twelve nominations, including in addition to ones listed above, nominations for the best music score, best artistic direction in black-and-white, best editing and best photography.

It is interesting, however, to note that the National Film Board's documentary feature, "The Stratford Story" received a nomination in its group, and from a purely personal and rather selfish standpoint, it was interesting for me to note that DCA's colored three-reeler, "Rembrandt" was nominated as the best documentary short subject.

3 YEAR DEAL

(Continued from Page 1)

Fitzgibbons, Rube Bolstad and Ben Geldsaler of the theatre organization; while representing 20th Century-Fox were Al Lichtman, Director of distribution, Arthur Silverstone, Assistant General Sales Manager, and Peter Myers, Canadian Division Manager.

"Famous Players Canadian controls and operates nearly two hundred of Canada's finest theatres ranging from Newfoundland on the east to Victoria, B.C. on the Pacific. It is the largest circuit in the Dominion with headquarters in Toronto.

"In a letter to Spyros P. Skouras, President of 20th Century-Fox, Mr. Fitzgibbons recently stated: "I am happy to again express my personal and sincere appreciation of the friendship we have enjoyed over the years, and our satisfaction in knowing that this relation with you and your company will continue.

"The results of the time, money and the personal effort you put into CinemaScope is now a matter of record, and we join with the other exhibitors throughout the world in telling you again how grateful we are for the gamble you took that has paid off so handsomely for your company and this whole industry."

KERR IN 'KING AND I'

Deborah Kerr has been signed by Darryl F. Zanuck to play opposite Yul Brynner in 20-Fox's, "The King and I."

"CHALICE" PREMIERE

(Continued from Page 1)

"Canadian premiere Silver Chalice was held February 14th, Capitol Theatre, Brantford, Ontario, Birthplace of author Thomas B. Costain. Kitchener Station CKLO-TV, Brantford Radio Station CKPC, Canadian Press and British United Press wire services, Brantford Expositor and correspondents Toronto, London and Hamilton newspapers covering Hollywood type gala opening which includes floodlights, Canadian Legion brass band, Kilted Imperial Pipe Band and lobby interviews with leading Brantford dignitaries and personalities in attendance particularly Costain kin, school chums and principal of local school named last year in Costain's honor. Excitement mounting with Brantford press and radio plugging premiere event daily since February 7th. On Friday the Brantford Expositor gave four column art break and Sat. carried second section front page top headline art and text break. City of Brantford and local Board of Trade each placing congratulatory ads hailing premiere in Monday's paper.

Leading merchants participating full page co-op and appeared Monday. Merchants of every variety displaying tieup windows since February 8th. Local florist, The Flower Shop, presenting orchids to all invited guests premiere night in addition to decorating lobby, centerpiece of which will be huge silver chalice floral arrangements."

TV FOR PETERBOROUGH

Peterborough's TV station CHEX-TV is expected to begin operations by March 15, if present plans go through as scheduled.

ODEON PROMOTION

(Continued from Page 1)

this bonanza of showmanship is JARO's "Chance Meeting." A contest has been developed based on the theme of the feature to find the Canadian couple who has had the most obstacles to overcome in the path of their marriage. Couples can be married or awaiting marriage and of any age, thus giving the contest wide appeal.

Liberty Magazine has sponsored the contest which is now called "Liberty's Chance Meeting Contest," and is to run for a period of five months from March until July, 1955. Liberty is donating advertising, editorial and front page space, and in addition is supplying the Odeon circuit with half a million heralds, 300 — 40" x 60" and 1,000 counter and window cards.

The prize will be an all-expense paid dream holiday for two at the Hotel Hana Maui in Hawaii, where they will be guests of the management. They will fly to Hawaii in a Pan American Super Stratoclipper and will also receive a complete summer wardrobe from Tip Top Tailors and two sets of Flite-69 luggage from Dominion Luggage Limited.

Liberty tent posters for the month of March issued to news dealers will jointly plug the "Liberty Chance Meeting Contest" and a Gina Lollobrigida story in the same issue.

In those cities where Liberty has radio advertising, the contest will be plugged over the air.

Tip Top Tailors will carry window posters announcing the contest and their tie-in with it.

Pan American will promote the (Continued on Page 7)

AMUSEMENT STOCK QUOTATIONS

1954-55		For Week Ending February 12th, 1955		Sales		High		Low		Last		Net	
High	Low	Stock & Divid.	In Dollars	100s								Change	
TORONTO STOCK EXCHANGE													
28 7/8	19	Fam. Players 1.60x		59	28 1/4	27 3/8	28 1/8						
N.Y. STOCK EXCHANGE													
27 1/2	14 1/2	Am. Br-Par		545	27 1/2	25 1/4	27 3/8					+	3/8
39 1/4	19 3/4	Col Pict 1 1/4r		100	37 1/4	36	37						
18 1/8	9 1/4	Decca Rec .70		360	16 1/4	14 3/8	16 1/8					+	1 1/8
22	13 1/4	Loew's .90e		794	21	19 3/8	20 3/4					+	1 1/4
40 3/8	26 1/8	Para. Pict. 2		89	39 1/4	38 1/4	38 3/4					+	1/4
7 1/4	3	Republic Pictures		148	7 1/4	6 3/8	7					—	1/4
8 7/8	2 3/8	RKO Pictures		82	7 7/8	7 3/8	7 3/4					—	1/2
10 1/8	4 1/2	RKO Thea. .20g xd		149	9 3/4	9 1/8	9 1/4					—	1/2
22 3/8	11 1/8	Stan. War. .85e		522	22 3/8	20 1/4	22 3/8					+	2 1/8
31 3/8	18 1/4	Twent. Cen. 1.60a		248	29 3/4	28 3/8	29 1/2					+	3/8
32 1/4	18 1/2	Univ. Pict. 1a		39	30 1/2	28 1/2	30 1/2					+	1 1/2
21 1/8	13 3/8	Warn. Bros. 1.20		116	19 3/8	18 3/4	19 1/4					+	1/4
AMERICAN STOCK EXCHANGE													
6	3 3/8	Allied Art. .10g		55	5 3/8	4 7/8	5 1/8						

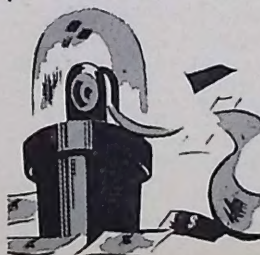
UNLISTED STOCK

	Bid	Asked
Para, Oshawa Theatres	12.50	\$2.00
Skyway Drive-In Theatre	1.25	8.50
Cons. Theatres "A"	7.50	4.50
Cons. Theatres "B"	3.50	100
Loew's Thea. 4.00 + 1.00	92	

Quotations, Courtesy of

J. H. CRANG & CO.

40 Adelaide W., Toronto



Chatter... That Could Matter!

By MAX CHIC

Twelve Famous Players Toronto sub-runs are participating in a **Popcorn Week** designed to point up the nutrition value of popcorn . . . 4 prizes supplied by **Jack Fitzgibbons** and **Sid Speigal** will be awarded for the best displays and actual sales . . . the same 12 houses, the Alhambra, Beach, Bloor, Capitol, College, Nortown, Oakwood, Palace, Parkdale, Runnymede, St. Clair and Village are also giving 3 color crests of top baseball, football and hockey teams free to every kid and one with every box of popcorn sold . . . the set a series of eight, sewn on some lucky kid's outfit will win him a wristwatch donated by **Jack Fitzgibbons**.

1954 officers of the **Canadian Picture Pioneers** were unanimously re-elected by the 1955 Board of Directors . . . President, **Nat Taylor**; Vice-pres., **Morris Stein**; Secretary-Treas., **Tom Daley**; Membership, **Charles Dentebeck**; Welfare, **Harold Pfaff**; Public Relations, **Clare Appel** . . . **Will McLaughlin**, The Digest's Ottawa reporter was voted an Honorary Life Membership . . . **Winnipeg Pioneers** have donated \$600 to the **Pioneers Benevolent Fund** . . . this was "bridge" week for us and with this week's snowfall they came in handy . . . but theatres playing the two "Bridges" we saw won't need them when the public storm their boxoffices . . . the two, **Para's** "Bridges At Toko Ri" and **E-U's** "Six Bridges To Cross".

Jack Ralph, a Canadian but away in England for the last 6 years is back in Toronto for a new film distribution project soon to be announced . . . the **Esquire**, Toronto, closed down last week . . . travelling this coming week are **Peter Myers** and **Sam Glasier** to Montreal and all points East, **Irving Herman** and **Jay Smith** to all points West and **Jack Labow** to New York . . . **Marvin Freedman** has become Ontario sales rep for the Cardinal Division of **JARO**. The Motion Picture Event Of The Week . . . the coverage by Variety of the **Canadian Co-op Project** and the writ-up in the **Financial Post** of **Odeon's** recent promotion efforts.

EAST OF EDEN

Lavish New York premiere for **Warner Bros.** C'Scope film "East of Eden," slated for March 9th, **Astor Theatre**.

ODEON PROMOTION

(Continued from Page 6)

contest by posters and special display material in their ticket offices. And best of all, **Pan American** has provided funds for the preparation of a special contest trailer.

The preliminary judging of entries will be conducted by Canadian singing stars **Shirley Harmer** and **George Murray**. They will weed out all entries to a small workable minimum of finalists. These will be placed in a sealed envelope and flown to Britain by **Pan American** where the final winners will be chosen by the two stars of the **JARO** film, **David Knight** and **Odile Versois**. The winners will be announced in the July issue of **Liberty**.

Each **Odeon Theatre** will receive a complete kit of accessories free of cost including 40 x 60's and other lobby material, counter and window cards, heralds, sample merchandise and a special contest trailer. They will also have, through this medium, an 'open sesame' to all **Tip Top Tailor** windows, news dealers, luggage stores, travel agencies, national magazine and radio

coverage. The cost . . . nil!

Now the manager can swing into action and execute a campaign on his own level building around the promotion which has been handed to him as a package deal.

Two similar promotions were completed prior to "Chance Meeting." The first was on "The Purple Plain." Once again a national contest with 300,000 heralds, lobby displays and a special technicolor contest trailer with the major prize a Nash car, and co-operation from all Nash dealers across Canada. "The Purple Plain" was one of the top grossing features of recent months.

The other feature covered in this manner was from **JARO** also. "The Beachcomber," starring **Robert Newton**, in **Somerset Maugham's** powerful south sea island adventure, and filmed in Technicolor. The sponsors—**Trans-Canada Airlines** and **The Elbow Beach Surf Club** in Bermuda. No special contest trailer but a complete kit of accessories for each theatre and the prize, a free vacation in Bermuda for two with flight by **TCA**. Once again, "The Beachcomber" enjoyed very substantial business across the **Odeon** circuit.



Jerry Paris of stage, screen and TV fame, signed by **U.A.** for featured role in "The Brass Ring." **Columbia** sets **Brian Keith** to co-star with **Joan Crawford** in "The Queen Bee."

Warners completes negotiations with **Gottfried Reinhardt** for the production and direction of the musical comedy "Rosalinda." **Universal** well represented on Broadway for the Lincoln holiday with three pictures opening, "So This Is Paris," "Sign of the Pagan," and "The Far Country."

John Gregson starring in **JARO's** first **VistaVision** film "Value for Money," now before the cameras at the **Pinewood Studios**. **Richard Nash** to write scenario for **Paramount** of his current Broadway hit, "The Rainmaker," which is slated for Fall production.

Bette Davis in Hollywood for her role of **Queen Elizabeth** in the **20th-Fox** production "Sir Walter Raleigh." **Universal** assigns **Bert Lahr** the role of **Jeanne Crain's** father in "The Second Greatest Sex."

Metro hands **Ian Wolfe** feature role in "The King's Thief." **Jack Webb** back on the **Warner** lot for filming of his second **Warner** picture "Pete Kelley's Blues," a **CinemaScope** drama with music.

Edmund Grainger, **RKO**, in Mexico hunting locations for "The Treasure of Pancho Villa." **William Dieterle** to direct **Rita Hayworth** in **Columbia's** "Joseph and his Brethren."

Universal premiered "Captain Lightfoot," in Chicago, Feb. 18th. Dancer **Jeanmaire** does modern jazz ballet in **Paramount's** "Anything Goes," starring **Bing Crosby** and **Donald O'Connor**.

HAMILTON MANAG'S

(Continued from Page 1)

performance was presented Sunday night, Feb. 13, at the **Palace Theatre** which is managed by **Al Ford**.

In addition to a stage show, the program included "The Violent Men" on the screen. The **Hamilton** association has contributed, prior to this year, a total of \$6,762 to the **Heart Fund** of **Toronto Tent No. 28**.



TORONTO

IMPERIAL
20,000 Leagues Under the Sea (E-U) C'Scope and Tech. with Kirk Douglas, James Mason.

SHEA'S
Carmen Jones (20th-Fox) C'Scope and DeLuxe Color with Dorothy Dandridge.

ODEON
Prince of Players (20th-Fox) C'Scope with Richard Burton and Maggie McNamara.

HYLAND & CHRISTIE
Lease of Life (JARO) Eastman Color with Robert Donat.

LOEW'S
Bad Day at Black Rock (MGM) C'Scope and Color with Spencer Tracy.

UPTOWN
2nd week. Destry (E-U) Tech. with Audie Murphy.

UNIVERSITY & EGLINTON
3rd week. Desiree (20th-Fox) C'Scope and De Luxe color with Marlon Brando.

MONTREAL

CAPITOL
Green Fire (MGM) C'Scope and Color with Stewart Granger and Grace Kelly.

LOEW'S
2nd week. The Last Time I Saw Paris (MGM) Tech. with Eliz. Taylor and Van Johnson.

PALACE
3rd week. There's No Business Like Show Business (20th-Fox) C'Scope and Color with Ethel Merman.

PRINCESS
Hajji Baba (20th-Fox) C'Scope and DeLuxe Color with John Derek.

KENT
3rd week. Romeo and Juliet (JARO) Tech. with Susan Shentall.

AVENUE
Beachcomber (JARO) Tech. with Glynis Johns and Robert Newton.

WINNIPEG

CAPITOL
Carmen Jones (20th-Fox) C'Scope and DeLuxe Color with Dorothy Dandridge.

MET

Deep In My Heart (MGM) Color with Jose Ferrer and Merle Oberon.

ODEON

Young at Heart (WB) Tech. with Doris Day and Frank Sinatra.

GARRICK

Destry (E-U) Tech. with Audie Murphy and Mari Blanchard.

VANCOUVER

CAPITOL
Carmen Jones (20th-Fox) C'Scope and DeLuxe Color with Dorothy Dandridge.

VOGUE

2nd week. Th Purple Plain (JARO) Tech. with Gregory Peck.

ORPHEUM

The Bridge at Toko-Ri (Para.) Tech. with Wm. Holden and Grace Kelly.

STRAND

The Violent Men (Col.) C'Scope and Tech. with Glenn Ford and Barbara Stanwyck.

DUNBAR

Romeo and Juliet (JARO) Tech. with Susan Shentall.

CALGARY

CAPITOL
2nd week. The Bridges at Toko-Ri (Para.) Tech. with Wm. Holden and Grace Kelly.

PALACE

Green Fire (MGM) C'Scope and Color with Stewart Granger and Grace Kelly.

UPTOWN

Vera Cruz (UA) Superscope and Tech. with Gary Cooper and Burt Lancaster.

GRAND

They Rode West (Col.) Tech. with Donna Reed and Robert Francis.

ST. JOHN

PARAMOUNT
Carmen Jones (20th-Fox) C'Scope and DeLuxe Color with Dorothy Dandridge.

STRAND

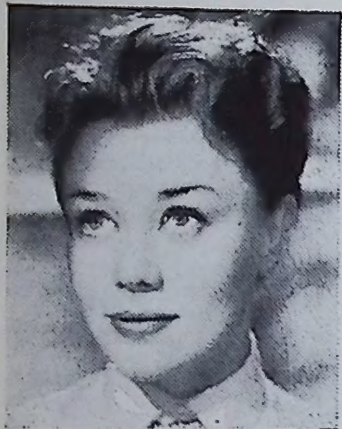
The Purple Plain (JARO) Tech. with Gregory Peck.

CAPITOL

The Americano (RKO) Tech. with Glenn Ford.

From the exotic islands of the Indian Ocean comes a story of passion and adventure—that fires the screen with its dramatic force.

He was the Beach-comber...
a wastrel and
a cynic... a man with
the devil in him.



ROBERT NEWTON
GLYNIS JOHNS
DONALD SINDEN

Somerset Maugham's

the

Beachcomber



JARO

